

Amendments to the Specification

Please replace the paragraph at page 4, line 25 to page 5, line 4, with the following:

The processing system 111 selects the particular video advertising 113 to insert in the video stream 102 based on the viewer profile for the target viewer 120 and the selected video content 101 requested by the target viewer 120. A viewer profile may include the identity of the target viewer or class information for the target viewer. Some examples of video advertising 113 include television commercials, screens, and icons. Several techniques for transferring the video advertising 113 to the video advertising insertion system 110 could be used. The interface 112 then inserts the selected video advertising 113 into the video stream 102 to generate the video stream 103. The interface 112 ~~111~~ transfers the video stream 103 to the target viewer display 121 for viewing by the target viewer 120.

Please delete the paragraph at page 8, lines 6-7, as shown below:

~~CLAIMS:~~

~~We claim:~~